

BENSON & HEDGES

100's

"BUY 2 PACKS, GET 1 FREE" PROMOTION

WHOLESALER ASSEMBLY INSTRUCTIONS

KIT DELIVERY DATES TO RETAILERS BY WHOLESALERS: 8/18/97 - 9/12/97

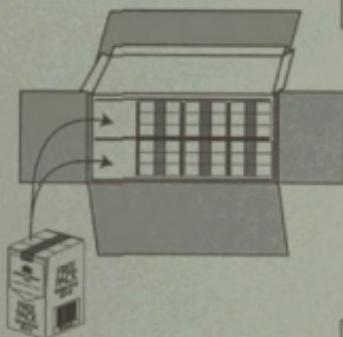
Step 1:

Box arrives at wholesale. It contains 1 Gravity Feed Display and 1 POS pocket.



Step 2:

Open the top of the box. Inside will be the Gravity Feed Display. It is not necessary to remove the display. Open the top of the Gravity Feed Display. Using the same packing, fill the first chutes, front and back (5 decks per chute). Continue until all 4 packings are used and the display is loaded. Make sure the front of the packs are facing the front of the display.



B&H Menthol Kit Packings:

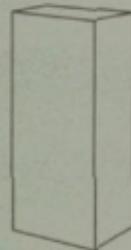
- (Kit #45201):
 - #42H Full Flavor Regular
 - #42H Full Flavor Menthol
 - #42H Lights Menthol
 - #42H Deluxe Ultra Lights Menthol Box

B&H Non-Menthol Kit Packings:

- (Kit #45301):
 - #42H Full Flavor Regular
 - #42H Full Flavor Menthol
 - #42H Lights Regular
 - #42H Deluxe Ultra Lights Regular Box

Step 3:

Close the Gravity Feed Display. Close the top lid of the outer box and ship to retail.



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